LOGO USAGE

DESIGN STANDARDS

On the following pages, you'll find the design usage standards for the U.S. Air Force logos incorporating the "Above All." tag line and its "AIR | SPACE | CYBERSPACE" component.



AIR | SPACE | CYBERSPACE

4C CHROME LOGO



4C CHROME LOGO

Note: Black box used only to highlight white in logo



1C BLUE (PMS 287) LOGO



1C BLACK LOGO



1C WHITE LOGO

Note: Black box used only to highlight white logo

THE FOLLOWING LANGUAGE NEEDS TO BE INCLUDED ON ALL PUBLISHED PIECES THAT FEATURE THE LOGO: The Air Force logo is a registered trademark of the United States Air Force. The tagline Above All. is also trademarked by the United States Air Force. Both marks are the exclusive property of the Department of the Air Force.

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AIR | SPACE | CYBERSPACE

ACADEMY LOGO 1C BLUE PMS 287



AIR | SPACE | CYBERSPACE

ACADEMY LOGO — 1C BLACK



ACADEMY LOGO — 1C WHITE

Note: Black box used only to highlight white logo

U.S. AIR FORCE R.O.T.C.



AIR | SPACE | CYBERSPACE

ROTC LOGO 1C BLUE PMS 287



AIR | SPACE | CYBERSPACE

ROTC LOGO — 1C BLACK

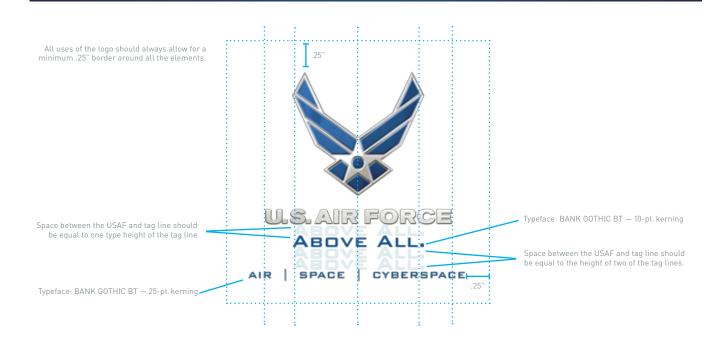


 ${\rm ROTC\ LOGO-1C\ WHITE}$

Note: Black box used only to highlight white logo

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LOGO STANDARDS



TAG LINE GUIDELINES

Logo Size: In cases where the AF logo must be significantly reduced in size and type legibility is called into question, it is advised to remove the "AIR | SPACE | CYBERSPACE" tag.





CORRECT

Other Exemptions: For logo use in mediums where vertical space is limited (e.g., web banners), the "AIR | SPACE | CYBERSPACE" tag can be relocated or animated as needed. This also applies to other broadcast or visual media where the type can animate in place and be replaced by "Above All." However, all sizing ratios and font/type weights should remain consistent. In special print cases, the tag line is allowed to exist on its own as long as all other graphic standards are upheld.

Guidelines: For the purposes of **internal communications only**, it is acceptable to insert certain words before the phrase "Above All." though the words should never appear next to the logo. This is not for external use. In terms of what words are acceptable, any word appearing before "Above All." in internal communication should speak to the Air Force mission or values. In other words, it should answer "What do we do?" or "How do we do it?" **For example:**



ACCEPTABLE

- Defending America
- Integrity
- Service (before self)
- Excellence (in all we do)

NOT ACCEPTABLE

(not related to AF mission or values)

- X Cleanliness
- X Speed
- X Honesty

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IMPROPER LOGO USAGE







DO NOT CHANGE THE COLOR OF THE LOGO. ONLY USE APPROVED LOGO COLORS — SEE PAGE 1.







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